

# CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

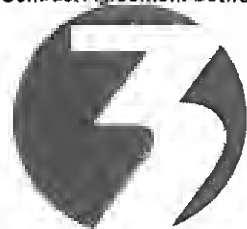
**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

<b>Contract / Revision</b> 544045 /		<b>Alt Order #</b>
<b>Product</b> Kaine for Senate 2012		
<b>Contract Dates</b> 10/15/12 - 10/21/12		<b>Estimate #</b>
<b>Advertiser</b> Kaine/D/Senate		<b>Original Date / Revision</b> 09/21/12 / 09/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Local WTKR House	<b>Sales Office</b> Norfolk
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	10/15/12	10/21/12	NewsChannel 3 News	5-6am		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$165.00			
E 2	3	10/15/12	10/21/12	Newschannel 3 News	6-7am		:30			NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-W-F--				3	\$220.00			
E 3	3	10/15/12	10/21/12	CBS This Morning	7-9a		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$140.00			
E 4	3	10/15/12	10/21/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$470.00			
E 5	3	10/15/12	10/21/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$470.00			
D 6	3	10/15/12	10/21/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
E 7	3	10/17/12	10/17/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$210.00			
E 8	3	10/15/12	10/15/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$270.00			
E 9	3	10/15/12	10/21/12	NewsCha 3 Naws First @ 4p	358-5pm		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-WT---				3	\$315.00			
E 10	3	10/15/12	10/21/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-W-F--				3	\$400.00			
E 11	3	10/15/12	10/21/12	Newschannel 3 Naws	530-6pm		:30			NM	3	\$1,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-W-F--				3	\$470.00			
E 12	3	10/15/12	10/21/12	Newschannel 3 News	6-630pm		:30			NM	3	\$1,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
544045 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 10/21/12	Kaine for Senata 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kaine/D/Senate	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWT---				3	\$590.00			
E 13	3	10/15/12	10/21/12	7-730pm	7-730pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$485.00			
E 14	3	10/18/12	10/18/12	The Insider	730p-8pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$485.00			
E 15	3	10/15/12	10/15/12	Monday Prime	10-11pm		:30			NM	1	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,940.00			
E 16	3	10/17/12	10/17/12	Wednesday Prime	9-10pm		:30			NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Waak</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,550.00			
E 17	3	10/21/12	10/21/12	Sunday Prime	10-11pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,680.00			
E 18	3	10/15/12	10/21/12	Friday Prime	9-10pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$980.00			
E 19	3	10/15/12	10/21/12	Saturday Prime	10-11pm		:30			NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$455.00			
E 20	3	10/15/12	10/21/12	Sunday Prime	9-10pm		:30			NM	1	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,120.00			
E 21	3	10/15/12	10/21/12	Late News (M-F)	11-1135p		:30			NM	5	\$3,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$755.00			
E 22	3	10/15/12	10/21/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$295.00			
E 23	3	10/15/12	10/21/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$295.00			
E 24	3	10/15/12	10/21/12	Late Night with David Letterm	1135pm-1235am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWT---				4	\$165.00			
N 25	3	10/15/12	10/21/12	Price Is Right	11am-12n		:30			NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-T---				2	\$565.00			
Totals											50	\$25,780.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/21/12	50	\$25,780.00	\$21,913.00
<b>Totals</b>	<b>50</b>	<b>\$25,780.00</b>	<b>\$21,913.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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